



Fall-ing for Loire

Stay warm in the cooler months with Loire Valley red and sparkling wines

New York, NY, September 15th 2016 – With the summer season drawing to a close, embrace the crisp, cooler air with Loire Valley red and sparkling wines. The versatile reds of *The Garden of France* present a variety of flavors that will delight every taste buds and the region's sparkling wines will lighten up any low-key dinner or festive occasion. As the budget-friendly alternative to Champagne, Loire's bubbles found a home in the U.S., with volume exports increasing by 37% from June 2015 to 2016. Get ready to impress your guests with these seasonal food & wine pairings!

Autumnal dinner parties

Touraine – Forget about Beaujolais and let yourself be surprised by the Gamay-based wines produced in Touraine. A cousin of Pinot Noir, it produces floral wines with a fruit-forward profile and a range of light, earthy notes.

Foodie match: Touraine reds pair perfectly with **meatloaf**. Their floral profile complements the dish's sweet and salty notes while staying in mouth.

Vouvray – Producing 100% Chenin-based crisp white sparkling wines, Vouvray bubbles present citrusy and herbaceous flavors, with brioche aromas and a mineral taste on the palate.

Sip it with: Forget mainstream pairings and choose a sparkling white for your **fried chicken**: its effervescence and acidity will tame the chicken's richness. Tip for vegetarians: Loire bubbles pair beautifully with **grilled cheese sandwiches** thanks to their sweet and floral aromas.

Anjou Rouge – A 100% red wine appellation, Anjou Rouge will delight every red wine lover. Made primarily from the Cabernet grapes, they strike a perfect balance between Cabernet Sauvignon's well-ripened aromas and Cabernet Franc's lighter touch.

Top pairing: To sublime your **red meats or Indian summer barbecue**, choose a full-body red with character and tannins, which will stand up to the meal's strong flavors.

Winter holiday celebrations

Crémant de Loire – Made using the two-tier traditional method, Crémant can be both white and rosé. Elegant and delicate, white sparkling wines are endowed with nutty and floral aromas, while rosés are more fruit-forward.

Pop it with: Crémant sparkling wines' affinities with foods are immense. From **sea food canapés** to kick-off your holiday celebration, to your traditional **Christmas ham**, and **fruit-based desserts**, Crémant sparkling white will always be a good choice.

Chinon – Widely appreciated for their complex, yet balanced smoothness, Chinon red wines are round on the palate and easy to drink. Made predominantly from Cabernet Franc, these medium-bodied wines are best drunk young and very food-friendly.

Try it with: Choose a Chinon red for your **roast Thanksgiving turkey**. Its moderately high acidity and fruity profile will agree with the various flavors of the feast, and its energetic aromas and lower alcohol content, compared with heavier reds, will counterbalance the meal's sleep-inductive properties.

About Loire Valley Wines

The Loire Valley, referred to as the Garden of France, is known for its magnificent chateaux, rich history and runs at the heart of France with 5 distinct wine regions - Pays Nantais, Anjou, Saumur, Touraine, Centre-Loire – each with its own characteristics of grapes, appellations and styles. The wine-growing regions dotting the Loire's banks feature no less than 4,000 wineries, 170,000 acres of vineyards and 61 appellations of origin, thus making the Loire Valley the third largest French wine making region. Producing 380 million bottles per year – be they red, rosé or white; still or sparkling; dry or semi-dry, supple or sweet – the Loire Valley is France's leading producer of white wines and ranks second for rosés. The region as a whole exports 68 million bottles every year to 157 export markets.

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